

IQVIA MTOUCH

MTOUCH, specializes in the organization of live and online events in the medical sector.

We live in a connected world. Yet when it comes to truly connecting with your audience it remains challenging to identify the optimum way to engage with individuals at scale and offer a unique and captivating learning experience. Our solution is aimed at facilitating the process by providing our clients with the complete 360 package.

From concept to realization, we are here to help you; Whether it is a conference, symposium, advisory board, webinar, e-learning or virtual symposium, we got you covered. We will take care of:

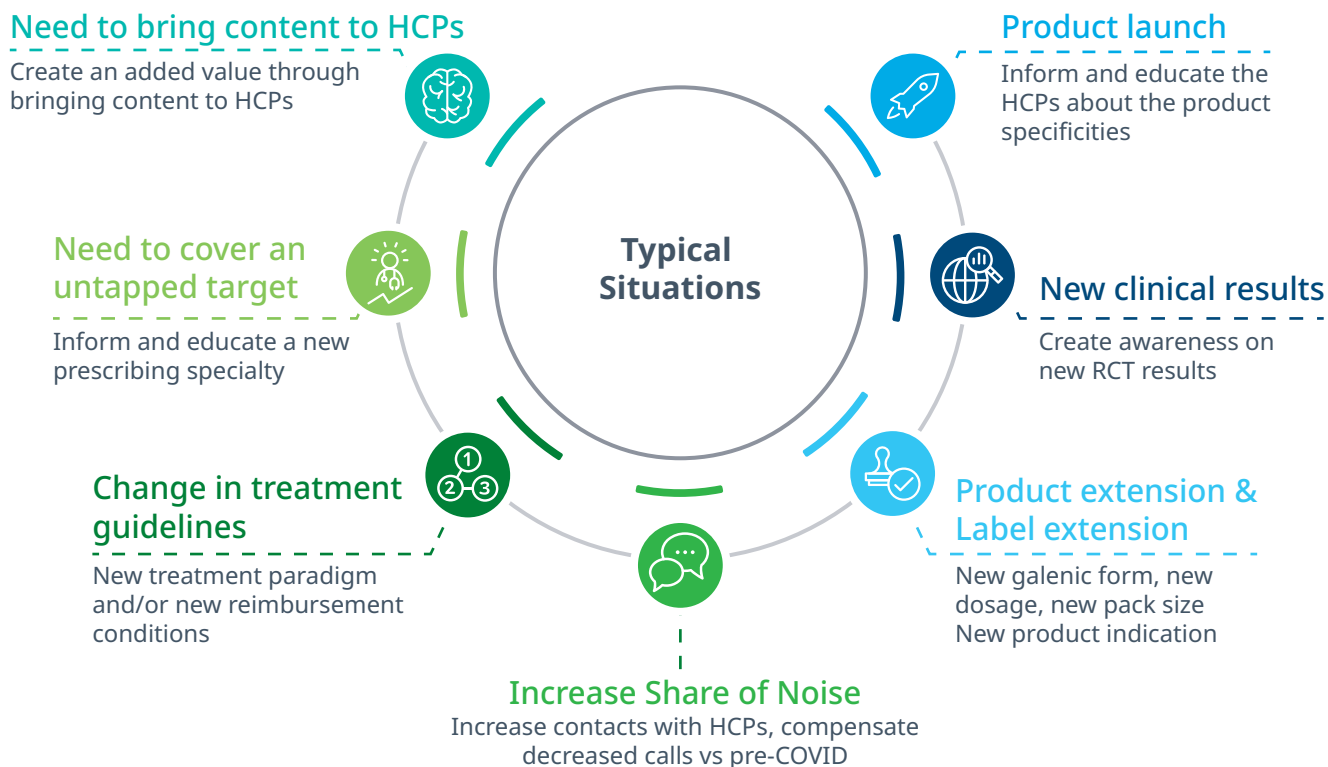
- Concept development
- Search of speakers
- Request and follow-up
- Logistics, catering, coordination
- Audiovisual support
- Communication on- & offline
- Post events reporting

We have a large experience and know-how to plan, manage and execute medical events and media communications. We have an understanding and knowledge of the medical-pharmaceutical field and a broad network of KOL's.

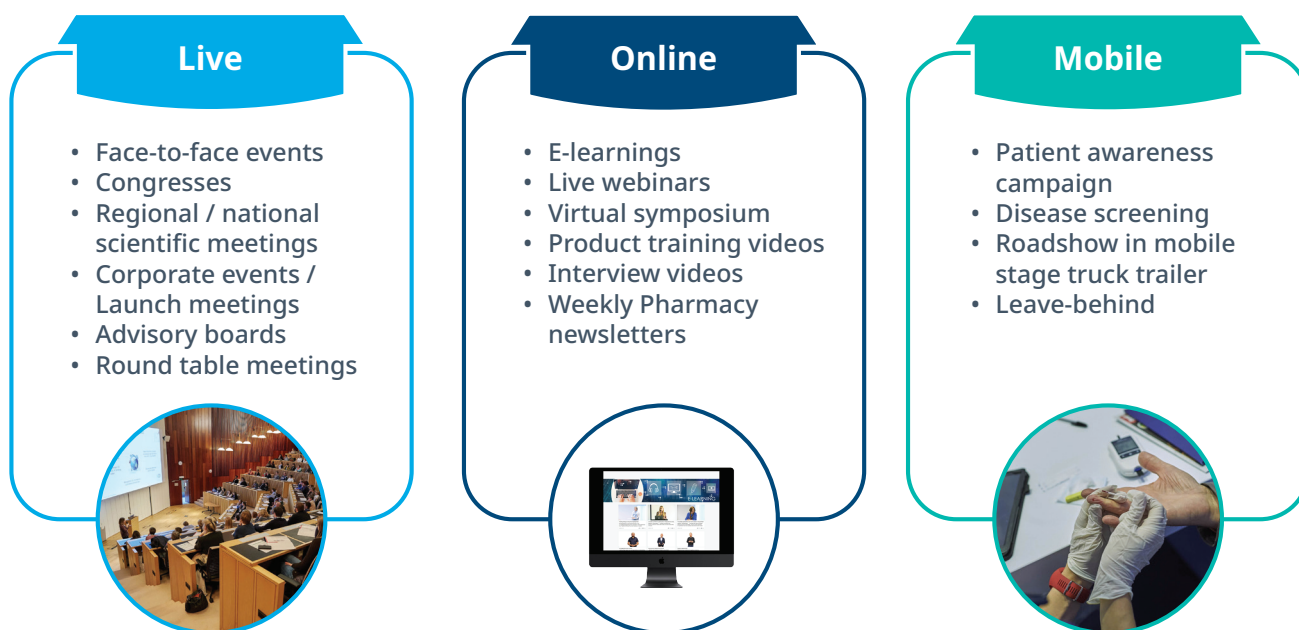
Calling on MTOUCH means you can rely on more than 15 years of experience in B2B and B2C medical communication, a good understanding and knowledge of the medical-pharmaceutical field, and a committed trilingual team.



Typical situations in which we support our clients through live and online services



We support the following types of services



ILLUSTRATIVE CASE

MTOUCH has also experience in creating **disease awareness campaign** and **screening** focused on cardiovascular disease and osteoporosis.

A multi-channel communication campaign towards the B2B & B2C press was launched, a village was built for 2 days on the Place de la Monnaie in Brussels. It resulted in a successful PR campaign reaching print, digital and TV media. More than 330 screenings were realized in Brussels over those two campaign days.

WE SUPPORT YOU

Whether you are acting as a pharmaceutical company, scientific association and interest group active in the

health care sector, we will support you in reaching a large variety of health care professionals.

MTOUCH already partnered with a high number of specialists and key opinion leaders across all Belgian academic centers.



Pharmacists



Visiting nurses



Dieticians



GPs



Veterinarians



Patients



SPs



Dentists



Caregivers

We support our customers in building a communication funnel enabling them to maximize the touchpoints with their target group

FROM CONCEPT TO EVENT AND TO POST-EVENT COMMUNICATION

Our solution is aimed at facilitating the process by providing our clients with the complete 360 package



Invitation

- E-mailing with logo/visibility
- Social media
- Printed invitations for reps
- Teaser video
- Opt-in collection

Live webinar

- Accredited sessions
- Product videos
- Interactive poll
- Company presentation
- Advertising video during break (max 1 minute)
- Access to webinar & chatroom

Amplification

- Follow-up webpage
- E-learning 1 year
- Report + bannering MTOUCH newsletter
- Use by reps — lunch and learn
- Branded e-mailings
- Leave behind
- Goodie bags + delivery



95

Events per year



900

Educational hours



120

Clients



20,000+

Attendees / Year



an IQVIA business



CONTACT US

events@mtouch.be